

# From Data Overload to Deal Velocity: How StackOne Scaled Outbound with OrbitalX



*We stopped counting the number of accounts we were reaching because working with OrbitalX meant we were finally reaching the right ones.”*

**Romain Sestier** CEO/Founder, StackOne



## Our Model

StackOne is a Google Ventures-backed Series A company building The Universal Integration Layer for Modern Products.

Our platform offers a single integration solution with two powerful interfaces: Unified APIs for SaaS products, and AI Agent Actions. With StackOne, teams can ship hundreds of integrations in days, not months.

But to sell a technical product to technical buyers, we needed precision in every outbound motion. Success depended on targeting accounts with high intent, relevance, and urgency at scale.

## The Need

Before working with OrbitalX, our outbound efforts were stalling. We were relying on account and contact data that anyone else in our category could access. Manual sourcing helped improve quality, but it was slow, labour-intensive, and unsustainable for our lean team in London.

We knew outbound could be a growth lever, but only if we had a smarter way to prioritise accounts and personalise at scale.

## The Solution

Having worked with OrbitalX’s founders before, I trusted they could help us stand out in a saturated space. Their team brought deep experience building proprietary data models for high-performing GTM teams. From day one, they understood what we needed and how to deliver it.

OrbitalX embedded directly into our team. Together, we built custom workflows that surfaced accounts and contacts aligned with our ICP, growth stage, and technical nuance. We even brought on dedicated analysts to support the model.

Week by week, we had a tighter, more accurate, and higher-performing outbound engine.

## The Win

With bespoke, high-quality data powering our outreach, reply rates soared. We consistently saw outbound reply-to-meeting rates of up to 15% across key channels—results that were unthinkable with standard off-the-shelf data.

Because our messages were grounded in real signals and intent, we were no longer just reaching out. We were starting conversations that mattered.



### 3 Reasons you’ll Win with OrbitalX,



#### Battle-tested experience in high-growth GTM

*“They’ve done this before, scaling outbound with precision. That experience meant we skipped trial and error and went straight to traction.”*



#### Quality data that actually makes a difference

*“Instead of bloated lists and generic contacts, we had signal-rich accounts and conversations worth having.”*



#### A partner that builds with you

*“They didn’t just hand us data and walk away. They collaborated with us weekly, adapted fast, and acted like an extension of our team.”*

- Romain Sestier | CEO/Founder, StackOne

